

TRENDS

Feminine Hygiene

Vereen ad tracking data: feminine hygiene

Product	Sale Price	Chain	Product	Sale Price	Chain
Midwest			West		
Yeast Gard Suppositories-10s	\$5.99	Revco	Anyday Pantliners-26s	1.29	Pay 'n Save
Always Sanitary Pads Double Plus-20s	2.69	Walgreens	Kotex Lightdays Pantliners	.99	Drug Barn
Kotex Sanitary Pads Assorted-15-27s	2.89	Osco	Always Plus Sanitary Pads-24s	3.29	Longs
Massengill Douche Assorted-2s	.99	Drug Mart	New Freedom Sanitary Pads Maxi-27s	2.79	Pay 'n Save
Summer's Eve Mist-4oz.	1.89	SuperRx OH	South		
East			O.B. Sanitary Pads Regular/Super-16s	2.05	Super D
Carefree Panty Shields-26s	1.49	Rite Aid	Massengill Assorted Douche-Twin Pack	1.29	Eckerd
Tampax Tampons-40s	3.49	CVS	Playtex Tampons-8s	.99	Taylor
Stayfree Maxi Sanitary Pads	2.96	Fay's	Mid-Atlantic		
Tucks Hemorrhoid Pads-40s	2.79	Thrift	Assure & Natural Panty Liners 26s	1.49	Fantle's
Kotex Maxi Sanitary Pads	.99	Genovese	Betadine Douche Medicated-Twin Pack	N/A	Peoples

Source: Vereen & Associates, Indianapolis.

California star joins Yeast-Gard on national tour.



New Femicine™ wows California.

After just eighteen months, Femicine sales in the California market have been so good, we've pushed up the campaign to introduce our newest homeopathic, feminine hygiene product on a national scale.

Coupons to generate sell-out crowds.

We'll help kick off Femicine's national roll-out with 25.4 million, high-impact, 75¢ coupons during April and May 1990. These coupons will appear in full-page, four-color ads in highly visible women's maga-



High-impact consumer coupons guaranteed to move product.



Full-page ads in major women's magazines.

zines, *Cosmopolitan*, *Women's Day*, *Redbook*, and *Family Circle*.

The key to Femicine's success.

Why is Femicine so successful among California women? Because Femicine is the only product in its category that relieves feminine discharge and itching and burning.

It's sure to be a national best-seller with women who suffer from these aggravating problems.

From the people who brought you Yeast-Gard.

Our Yeast-Gard product earned 90% distribution* and a REX Award in its first year.

With Yeast-Gard's track record and Femicine's unique formulation, Femicine is poised to become another big winner in the feminine hygiene market.

Save on early bookings.

Take advantage of our special introductory pricing and stock up today.

For more information about quantity discounts and ordering, contact your broker or call Lake Pharmaceutical toll-free at 1-800-635-3696.

LAKE
PHARMACEUTICAL

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*Distribution figure is determined by the number of top twenty-five chain drug accounts that have purchased Yeast-Gard.

Promos key to feminine hygiene category sales

With feminine hygiene showing a smattering of new products this past year, drug chains have moved to more frequent advertising and promotions to boost category sales.

Jim Culpepper, merchandiser at Pay Less NW, managed a 15-percent category sales gain this year, largely through manufacturer- and chain-driven promotional activity of branded sanitary napkins and tampons.

New products haven't added to category growth in his stores: "Everything I'm seeing is an extension of what I've seen before," Culpepper said—except for Playtex Portables, which he called the most innovative product he's seen in about two years.

Other chains throughout the nation report mixed results over the past year, and differing opinions on new offerings.

For example, Lisa Scott, feminine hygiene buyer at Bartell on the West Coast, said the washes and mists haven't been "any great guns for us." However, an Indiana chain will be selling a sampling: "We're looking at a new planogram for the section, and we will definitely add to our mix," the buyer told *Drug Store News*.

On the promotional side, buyers said that pre-priced products haven't affected movement. One Midwestern merchant said, "we have the same unit movement today that we had two years ago." He did note greater movement in tampons than napkins. This trend may continue with the recent FDA ruling that tampon manufacturers standardize their labelling systems on or before March 1.

Patti Goldman, staff attorney of the Public Citizen Health Research Group in Washington, D.C., said, "What's a regular absorber by one manufacturer may be a super absorber for the next. The packages are incredibly misleading."

In March, all packages will be labelled with uniform wording on the amount of fluid in grams absorbed by the tampon. The new ratings include "junior," absorbing six grams of fluid or under; "regular," absorbing six to nine grams; "super," which absorbs nine to 12 grams; and "super plus," absorbing 12 to 15 grams.

"With warnings of Toxic Shock Syndrome [TSS] directly related to the amount of absorbency in a tampon, women can make a more informed choice," Goldman said.

Easy to carry & use lipstick form.
(No camphor, phenol or "caines".)
HERPECIN-L
Cold Sore Lip Balm. "It Works!"
Write: CAMPBELL LABORATORIES, INC.
P.O. Box 812-A, FDR, NY, NY 10150

FINANCIAL

Ketchum & Co. posts \$7.3M loss; margins, debt hamper turnaround

By Paul W. Cockerham
CLARK, N. J. — Ketchum & Co., the regional drug wholesaler based here, posted a \$7.3-million loss, on \$238.9 million in sales, for the fiscal year ended Sept. 30, 1989, its fifth straight year of red ink, according to financial documents obtained by *Drug Store News*.

This compares to a \$2.1-million loss, on \$97.8 million in sales, for the five-month period ended Sept. 30, 1988 (when a reorganization of the company's financial calendar took effect), and a \$7.2-million loss, on \$231.3 million in sales, for the fiscal year ended April 30, 1988. The current figures reflect a \$14.4-million decline in sales incurred by Ketchum's Michigan operations when the Farmer Jack chain, a prime account, was bought by A&P and suppliers were subsequently switched.

Hoping to reverse Ketchum's fortunes is Steven Young, the company's chief operations and chief financial officer, who added the title of president on Dec. 19. Efforts to reach Young for comment were unsuccessful at press time.

The latest results indicate that Ketchum's parent company, Paris-based Office Commercial Pharmaceutique, has yet to overcome persistent operational and market positioning issues that had impaired Ketchum for a couple of years prior to OCP's gaining controlling interest in the company in late 1987.

Company officials at the time hoped that economies of scale would be realized through acquisitions, and once losses in were controlled, profitability would increase. But this strategy has been delayed, as the competitive metropolitan New York market (where Ketchum maintains a 15-percent share) has not yielded the margins the aggressively-priced company has sought. Operating capital has largely come from loans from the parent company: more than \$12.6 million in such loans

have been advanced to Ketchum since March 1988, according to Ketchum's most recent Form 10-K, and escalated debt service levels (more than \$2.8 million in the past fiscal year) have depressed earnings.

Ketchum now has a \$27-million loan facility and has made some debt/equity swaps to correct bank provision violations. OCP International (OCP's U.S. division) as a result now holds a 69-percent controlling interest of Ketchum's outstanding shares. The estimated 660,000 publicly-traded shares have been subject to considerable price volatility as of late: trading as high as \$7 per share and as low as \$4½ during the past fiscal year, prices plunged to just over \$1 by the end of December, rebounded to \$4½ by the second week in January, and settled at \$3½ before trading halted (due to "lack of interest," according to an American Stock Exchange spokesperson) on Jan. 12. Trading resumed on Jan. 24, at \$3.

Sales soar, net slips for Drug Emporium 3rd qtr.

COLUMBUS, OHIO — Aggressive pricing caused 3rd-qtr. net earnings for Drug Emporium to slip, despite record sales, company officials said.

Net income for the quarter, which ended Nov. 30, was \$1.4 million, versus \$1.7 million for last year's period. Net sales reached \$120.6 million, up 20 percent from last year.

For the nine months, net income was \$5.5 million, up from last year's \$4.9 million, on sales of \$354.2 million, up from last year's \$294.0 million.

During the quarter, the company completed the acquisition of the Milwaukee franchise operations. Negotiations for the purchase of the Minneapolis franchise were suspended, according to a company spokesperson, when agreement could not be reached on terms.

Cardinal scores gains in 3rd-qtr. net, sales

DUBLIN, Ohio — New markets and increased hospital business helped boost Cardinal Distribution's earnings and net for the third quarter ended Dec. 31. Earnings climbed 53 percent, to \$3.3 million, and sales increased 21 percent to a record \$220.7 million.

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MARKET DIARY:

Largest Dollar Gainer	Rorer Group	\$ 13.88
Largest Dollar Loser	Penney, JC	\$- 7.75
Largest Percentage Gainer	Rorer Group	29.13%
Largest Percentage Loser	Ketchum	-33.33%

Advances	4
Declines	49
Unchanged	1
New highs	1
New lows	1

	Close 1/9/90	Close 1/23/90	Net Change	Percent Change
Dow Jones Industrial Average	2766.00	2615.32	-150.68	-5.45
Standard & Poor's 500-Stock Index	349.62	331.61	-18.01	-5.15
N.Y.S.E. Composite	193.35	183.60	-9.75	-5.04
Value Line Index	259.30	244.58	-14.72	-5.68

Source: Nordby International Inc., Boulder, Colo.



Exch	Company	Ticker Symbol	Closing Price 1/9/90	Closing Price 1/23/90	Net Change in Period	Percent Change in Period	P/E Ratio	Annual Dividend Rate	Yield	Annual High	Annual Low
Chain store transactions											
OTC	Arbor Drugs	ARBR	22.75	21.00	-1.75	-7.69	20	0.16	0.76	24.75	10.38
OTC	Big B	BIGB	13.38	12.63	-0.75	-5.61	18	0.16	1.27	15.25	10.63
OTC	Drug Emporium	DEMP	9.38	8.75	-0.63	-6.67	13	0.20	2.29	16.38	7.75
NYS	Fay's Inc.	FAY	10.75	10.13	-0.63	-5.81	13	0.20	1.98	15.00	8.63
ASE	Genovese Drug	GDXA	9.88	9.75	-0.13	-1.27	14	0.24	2.46	12.88	9.50
OTC	Leroy Pharmacies	LERY	3.75	4.38	0.63	16.67	-34	0.00	0.00	5.38	2.88
NYS	Longs Drug Stores	LDG	43.13	42.00	-1.13	-2.61	14	0.96	2.29	48.50	34.50
OTC	Medicine Shoppe	MSII	22.25	21.50	-0.75	-3.37	24	0.16	0.74	23.25	16.38
NYS	Perry Drug	PDS	8.75	8.25	-0.50	-5.71	12	0.00	0.00	13.50	7.50
NYS	Rite Aid Corp.	RAD	34.75	31.38	-3.38	-9.71	13	0.88	2.80	41.13	29.50
NYS	Walgreen Co.	WAG	45.13	41.86	-3.25	-7.20	16	0.80	1.91	50.25	34.25
Wholesaler's transactions											
ASE	Bergen Brunswig	BBC	24.50	22.50	-2.00	-8.16	13	0.32	1.42	27.25	19.63
OTC	Bindley Western Ind.	BIND	10.63	10.13	-0.50	-4.71	17	0.00	0.00	10.75	7.00
OTC	Cardinal Distribution	CDIC	24.25	20.50	-3.75	-15.46	16	0.08	0.39	25.00	14.25
OTC	Durr-Fillauer	DFUM	22.25	21.75	-0.50	-2.25	14	0.24	1.10	24.38	18.00
ASE	Ketchum	KCH	4.50	3.00	-1.50	-33.33	-1	0.00	0.00	7.38	1.63
NYS	McKesson Corp.	MCK	36.13	35.63	-0.50	-1.38	15	1.44	4.04	39.75	29.63
ASE	Moore Medical	MMD	9.63	9.00	-0.63	-6.49	-3	0.00	0.00	15.13	8.25
NYS	Owens & Minor	OMI	12.63	11.63	-1.00	-7.92	22	0.24	2.06	15.88	11.25
Manufacturer's transactions											
NYS	Abbott Labs	ABT	68.38	66.00	-2.38	-3.47	17	1.40	2.12	70.38	48.13
NYS	American Home Products	AHP	108.00	104.25	-3.75	-3.47	15	3.88	3.72	110.25	84.13
NYS	Baxter International	BAX	25.25	23.75	-1.50	-5.94	16	0.56	2.36	26.25	18.50
OTC	Block Drugs Co.	BLOCA	37.00	35.00	-2.00	-5.41	14	0.68	1.94	38.00	30.63
ASE	Bolar Pharmaceutical	BLR	17.38	16.75	-0.63	-3.60	10	0.00	0.00	32.25	12.75
NYS	Bristol-Myers Squibb	BMV	55.50	53.13	-2.38	-4.28	19	2.12	3.99	58.25	44.50
NYS	Carter-Wallace	CAR	57.88	55.00	-2.88	-4.97	17	0.80	1.45	60.50	39.13
ASE	Forest Labs	FRX	42.50	41.50	-1.00	-2.35	32	0.00	0.00	44.50	25.38
NYS	ICN Pharmaceutical	ICN	5.25	5.00	-0.25	-4.76	-24	0.00	0.00	7.00	5.00
ASE	Lee Pharmaceutical	LPH	2.13	1.88	-0.25	-11.76	-13	0.00	0.00	5.38	1.88
ASE	Leiner P. Nutrition	PLI	10.38	9.75	-0.63	-6.02	11	0.00	0.00	14.25	9.63
NYS	Lilly Eli Co.	LLY	66.88	64.13	-2.75	-4.11	21	1.64	2.56	69.25	45.63
NYS	Marion Labs	MKC	27.00	27.38	0.38	1.39	57	0.36	1.32	36.63	22.00
NYS	Merck Co.	MRK	77.38	71.88	-5.50	-7.11	20	1.80	2.50	80.75	61.25
NYS	Mylan Labs	MYL	22.75	19.75	-3.00	-13.19	46	0.20	1.01	25.38	7.50
NYS	Par Pharmaceutical	PRX	6.63	7.88	1.25	18.87	22	0.00	0.00	11.38	3.88
NYS	Pfizer Inc.	PFE	69.63	68.50	-1.13	-1.62	16	2.20	3.21	75.75	54.00
NYS	Rorer Group (H)	ROR	47.63	61.50	13.88	29.13	29	0.84	1.37	64.63	36.13
NYS	Schering Plough	SGP	84.25	80.50	-3.75	-4.45	20	1.80	2.24	87.50	58.50
NYS	Syntex Corp.	SYN	52.75	49.75	-3.00	-5.69	18	1.48	2.97	54.50	36.50
OTC	Taro-Vit Industries (L)	TAROF	1.25	1.13	-0.13	-10.00	38	0.00	0.00	1.88	1.13
NYS	Upjohn Co.	UPJ	37.50	35.25	-2.25	-6.00	17	1.00	2.84	42.13	27.63
NYS	Warner-Lambert	WLA	113.88	108.75	-5.13	-4.50	19	3.04	2.80	118.75	77.38
NYS	Zenith Labs	ZEN	0.19	0.19	0.00	0.00	—	0.00	0.00	2.75	0.19
Other retailer transactions											
NYS	Albertson's	ABS	56.25	53.25	-3.00	-5.33	19	0.80	1.50	60.25	38.63
NYS	American Stores	ASC	59.75	58.25	-1.50	-2.51	25	1.00	1.72	72.50	53.00
NYS	Giant Food	GFS.A	27.38	26.25	-1.13	-4.11	15	0.48	1.83	36.25	22.13
NYS	Great Atlantic&Pacific Tea	GAP	58.25	56.25	-2.00	-3.43	0	0.00	0.00	65.38	47.00
NYS	K mart	KM	36.75	33.88	-2.88	-7.82	9	1.64	4.84	44.88	32.50
NYS	Kroger	KR	15.50	13.13	-2.38	-15.32	-7	0.00	0.00	19.75	9.00
NYS	Melville Corp.	MES	44.13	43.75	-0.38	-0.85	13	1.40	3.20	53.63	39.00
OTC	Fred Meyer	MEYR	17.75	17.25	-0.50	-2.82	14	0.00	0.00	23.00	15.75
NYS	Penney, JC	JCP	75.00	67.25	-7.75	-10.33	10	2.24	3.33	75.63	50.75
NYS	Smith's Food & Drug	SFD	24.38	23.75	-0.63	-2.56	21	0.20	0.84	25.38	20.50
NYS	Wal-Mart	WMT	45.75	42.38	-3.38	-7.38	25	0.20	0.47	47.38	30.00

Key: (H) = New high in period. (L) = New low in period. (d) = Deficit. NYS = New York. ASE = American. OTC = Over the counter. (s) = Reflects stock split.
Source: Nordby International, Inc., Boulder, Colorado

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1990 Pharmacist's Reference to Patient Counseling



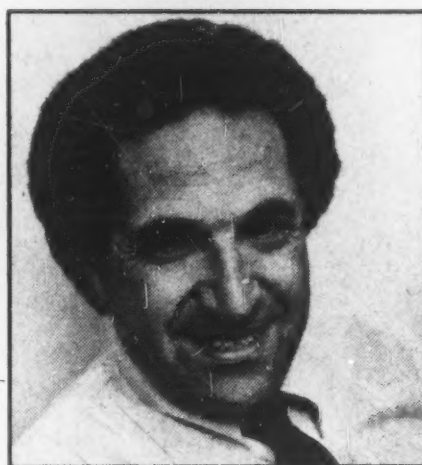
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Editor's Welcome



As we enter a new decade, the staff at *Drug Store News/Inside Pharmacy* is pleased to present the 1990 edition of our valuable *Pharmacist's Reference to Patient Counseling*.

Pharmacy has changed dramatically over the past several decades. The profession being practiced today is very different from that of yesteryear. With few exceptions, pharmacists are no longer required to compound prescriptions. Most of the labor-intensive compounded prescriptions have given way to sophisticated and more potent prescription products al-

ready prepared by drug manufacturers. While these new products bring vast improvements in health care and the style of living for millions afflicted with disease, they also require a closer evaluation of a patient's medical and drug profile by the pharmacist.

The name we chose for this publication was not by accident. It is a *reference* book expressively prepared for *pharmacists* to aid them in *counseling* their *patients*. Therefore, it is our hope that you, the pharmacist, will use this book frequently, so that your patients may continue to receive the quality health care they have come to expect from their pharmacist.

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